



PTO/SB/21 (09-04)

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**TRANSMITTAL  
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

161

Application Number

99/998,979

Filing Date

31 OCT 2001

First Named Inventor

SCHLACK

Art Unit

2611

Examiner Name

GRANT, CHRISTOPHER

Attorney Docket Number

T734-10

**ENCLOSURES (Check all that apply)**

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
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<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Reply to Missing Parts/Incomplete Application	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53		

Remarks

Cited References (155 pgs.)  
PTO Form SB/08A (2 pgs.)  
Certificate of Mailing (1 pg.)  
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**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm Name	TECHNOLOGY PATENTS AND LICENSING INC.		
Signature			
Printed name	CRAIG HALLACHER		
Date	11/8/04	Reg. No.	54,896

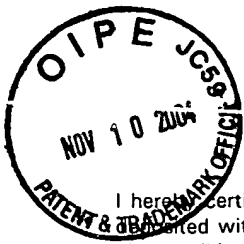
**CERTIFICATE OF TRANSMISSION/MAILING**

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Signature			
Typed or printed name	PATTI HESPELL	Date	11/8/04

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## CERTIFICATE OF MAILING (37 CFR 1.8(A))

PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Commissioner for Patents, Arlington, VA 22313-1450..

Date: 1/8/04

*Patti Hespell*  
Patti Hespell

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 09/998,979	FILING DATE 31 OCT 2001	FIRST NAMED INVENTOR SCHLACK	ATTY. DKT. NO. T734-10
TITLE Profiling and Identification of Television Viewers			ART UNIT 2611
			EXAMINER GRANT CHRISTOPHER

Commissioner for Patents  
Arlington, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record the references listed on the accompanying PTO Form SB/08A for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check, or authorization to charge deposit account, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

Attached hereto is Form PTO-SB/08A listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner. The relevance of each non-English document will be discussed as follows:

**REMARKS:**

None.

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

**CERTIFICATION**

Applicant(s) certify that:

- ☐ (1) Each item or reference was cited in a communication from a foreign patent office in a corresponding foreign application not more than three months prior to the filing date of the Statement; or

- ☐ (2) No item or reference was cited in a communication from a foreign patent office in a corresponding foreign application or, to the knowledge of the Applicant(s), was not known more than three months prior to the filing of the Statement.

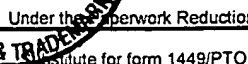
Respectfully submitted,



Craig Hallacher  
Reg. No. 54,896

Date: 11/8/04

Technology, Patents and Licensing, Inc.  
6206 Kellers Church Road  
Pipersville, PA 18947  
(215)766-2100



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*(Use as many sheets as necessary)*

Sheet	1	of	2
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**Complete if Known**

Application Number	09/998,979
Filing Date	31 OCT 2001
First Named Inventor	SCHLACK
Art Unit	2611
Examiner Name	GRANT, CHRISTOPHER
Attorney Docket Number	T734-10

[illegible]

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> *Number <sup>4</sup> *Kind Code <sup>5</sup> (if known)				
	BA	WO0022818	04-20-2000	YUEN		
	BB	WO0033224	06-08-2000	YUEN		
	BC	WO0049801	08-24-2000	YUEN		
	BD	WO0054504	09-14-2000	GOLDMAN		
	BE	WO9741673	11-06-1997	GERACE		
	BF	WO9828906	07-02-1998	ROSSER		

Examiner  
Signature

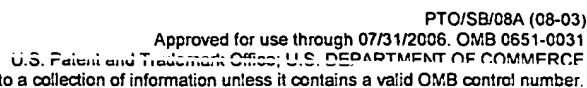
Date Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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11/8/04



Application Number	09/998,979
Filing Date	31 OCT 2001
First Named Inventor	SCHLACK
Art Unit	2611
Examiner Name	GRANT, CHRISTOPHER
Attorney Docket Number	T734-10

## 11/8/04



2611

PTO/SB/92 (08-03)

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2. Information Disclosure Statement (3 pgs.)
3. PTO Form SB/08A (2 pgs.)
4. Return Postcard
5. Cited References (155 pgs.)

*Patti Hespell*

Signature

PATTI HESPELL

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T734-10

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